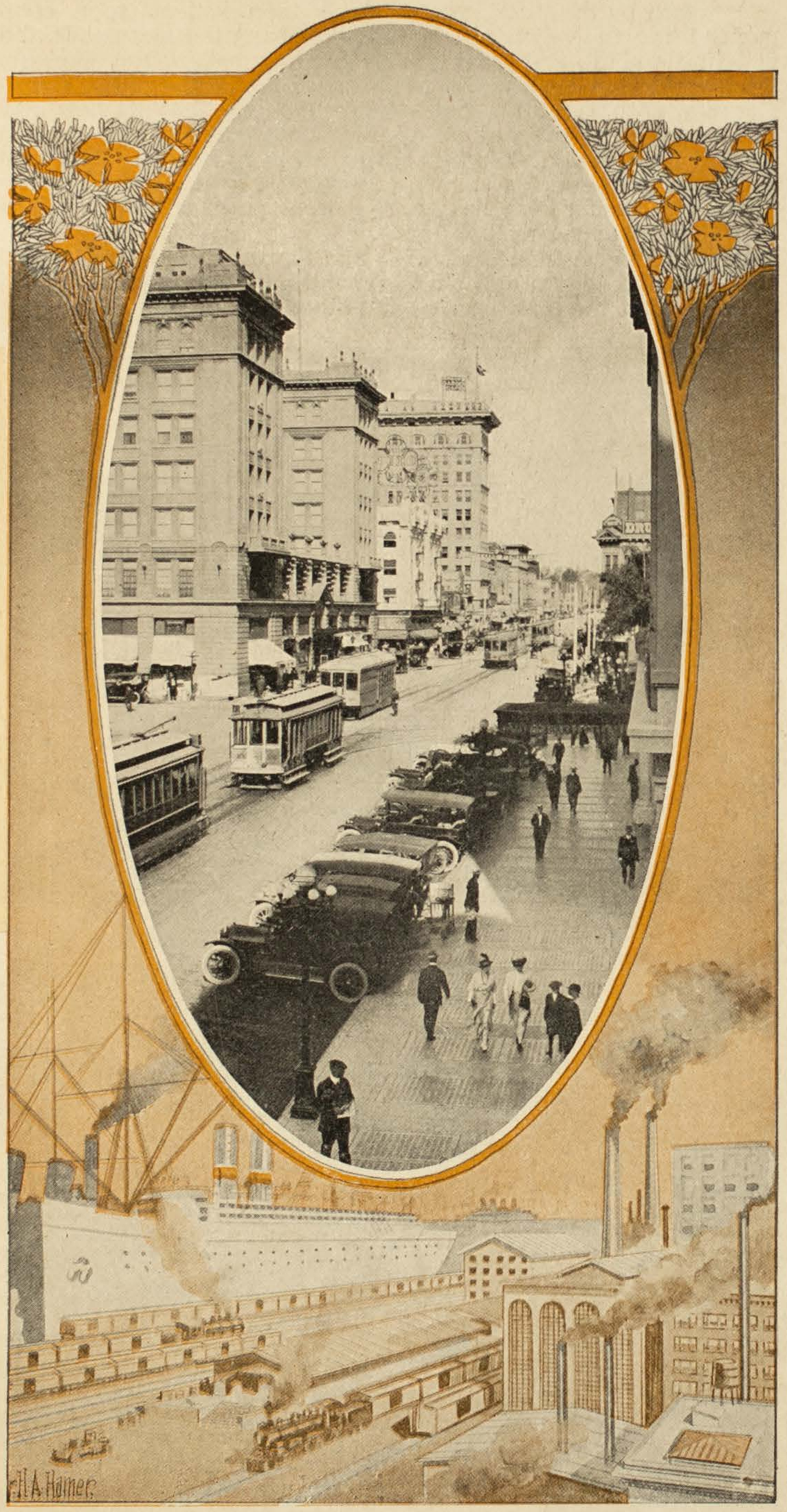
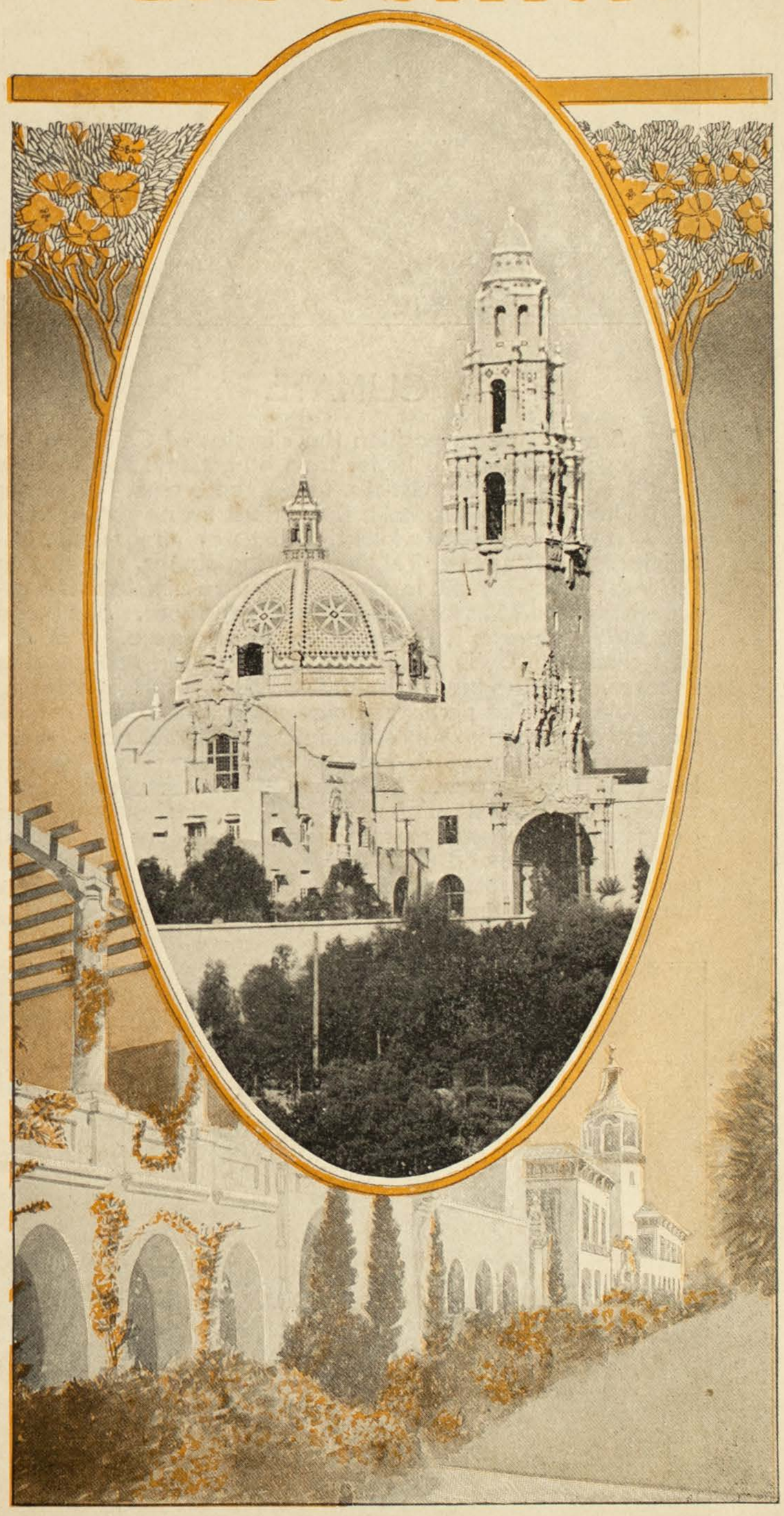
SAN DIEGO
· CALIFORNIA ·

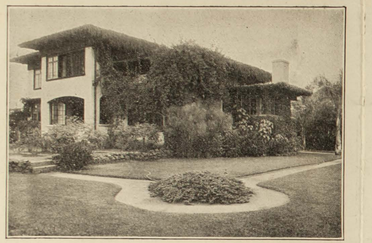


· · · PLAYGROUND OF AMERICA · · ·
· · · · · · CITY OF HOMES · · · · ·
DISTRIBUTING POINT OF THE GREAT SOUTHWEST

PANAMA CALIFORNIA
· EXPOSITION ·



ENTIRE YEAR 1915



CLIMATE

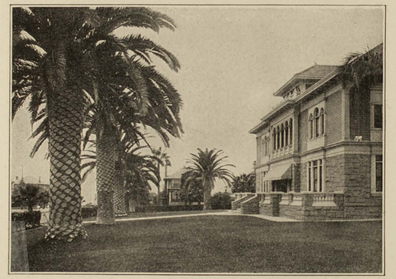
AS a general proposition the climates of California are good; some are better than others, and San Diego's is the best. A climate, to be good, must be neither too hot nor too cold; there must be no extremes of temperature, no violent changes or atmospheric disturbances, such as electrical, rain or wind storms, resulting in the loss of property and human life. Such a climate as this approaches the ideal as far as man's knowledge goes. San Diego has such a climate: it is almost an ideal climate. It is the best climate in California, and this is saying a good deal in its favor. It is the best in the United States, which is covering more territory, but perhaps adding very little to the recommendation; it may have its equal in the world, but no superior.

Temperatures of 90 degrees or over occur on an average less than twice a year. Average summer temperature, 68; winter, 60. Normal rainfall is 10.00 inches, and thunder storms are of extremely rare occurrence. Nature has smiled in its kindliest mood upon this favored spot, and bestowed upon it these almost perfect climatic conditions that make for the comfort, zest and joy of life obtainable nowhere else.

TOURISTS

HISTORY and romance vie with each other in winning the hearts of the visitors, for San Diego stands as the beginning in California. History will tell you that here was planted the first wooden cross, followed by the first church, followed in turn by the first town. The Mission Fathers soon commenced the cultivation of the soil, producing the first palms, the first vine and the first olive tree. Here they established, likewise, the first irrigation system; the original dam is still standing. A traveler may walk about the spot where was raised the first flag; may wander amid the ruins of old adobe buildings; may ring the old Mission Bells, which were brought from Spain; may sit in the old enclosure of Ramona's Marriage Place, and dream of other Alessandros, and other Ramonas whose pictures, perhaps, they may have seen in the Wishing Well.

Here are to be found, too, fruits and flowers of the semi-tropical zone—orange, lemon and olive orchards, and extensive vineyards; the poinsettia, the bougainvillea and other brilliant exotics.





A CITY OF HOMES

FOR those desiring a climate where living can be enjoyed every day of the year to the fullest extent, with the addition of good educational facilities, and the highest products and most modern comforts of civilization, San Diego presents, in its rapidly growing city, the ideal location for which they are inquiring.

Next to climate, good roads is the greatest asset of San Diego County. Approximately $2,000,000.00 have been expended recently in the construction of between five and six hundred miles of wonderful contour roadways. These drives lead through mountains, the beauties of which are comparable only to those of Yosemite Valley, with forests of oak and pine, with running streams the year around and with landscape effects that will ever delight the eye of the beholder.

The state highway, now nearly completed, traverses the county from its northern boundary to the Imperial County line, affording easy access to the famous and fertile Imperial Valley.

THE SPORTSMAN'S PARADISE

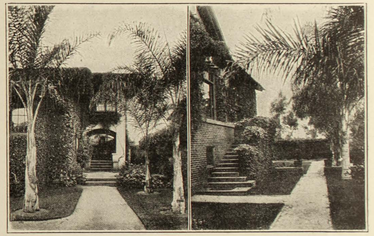
ALL SPORTS can be enjoyed EVERY DAY IN THE YEAR—something impossible at any other place on the Pacific or Atlantic Coasts.

Yachting	Swimming	Tennis	Football
Motorboating	Polo	Baseball	Automobiling
Rowing	Golf	Deep-Sea and Surf Fishing	

San Diego possesses one of the finest theatres in the West, costing $1,000,000.00; an up-to-date open-air amusement park; a large and attractive tent city; children's open-air play grounds; about two thousand acres of public parks; numerous interesting beach and mountain resorts.

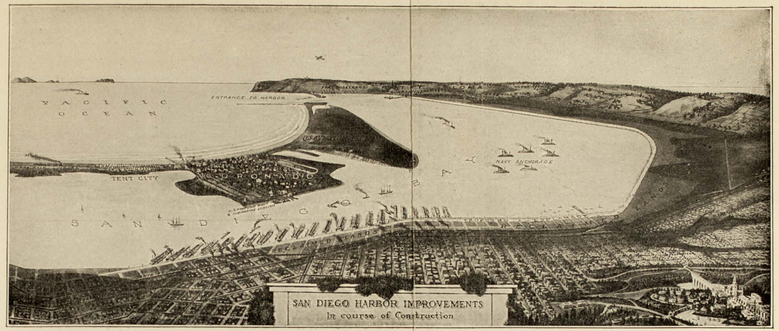
The beaches are, perhaps, the greatest of the many attractions of this alluring spot, and are an ever-inviting source of health and pleasure. The ocean waters lapping the shores of San Diego are the warmest to be found on the Pacific Coast.

$150,000.00 stadium, seating twenty-two thousand, now in course of construction.





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SAN DIEGO HARBOR IMPROVEMENTS
In course of Construction

SAN DIEGO HAS

Ninety thousand population.
Unexcelled educational facilities.
Perpetual sunshine.
Water system owned by city.
A harbor equal to New York.
Finest salt water fishing.
Fifty-four churches.
Seventy miles of street railway.
Twelve banks, capital $3,000,000.00; deposits $23,000,000.00.
Art League.
Floral Association.
A commission form of government.
Fifteen thousand telephone subscribers.
Fresh vegetables and fruits every day in the year.
500,000 acres of unimproved land in the county.
Trebled in population in the last five years.
Fourth city in population in California.
Nine improvement clubs and federation.
Thirty-nine state societies and federation.
A 10,000,000 gallon per diem water filtration and aerating plant.
State Normal School, $200,000.00.
Polytechnic School, $200,000.00, capacity 750.
High School, $315,000; 40 instructors; over 1,000 attendance.
Twenty-two square miles of anchorage ground in harbor.
Two hundred manufacturing industries in operation.
$500,000.00 improvements by the Santa Fe Railroad.
Nearest port of entry for the trade of the Orient.
One great transcontinental railroad, another one building and a third in prospect.
Harbor deep enough to admit the largest ships afloat.
Historically of first interest on Pacific Coast.
Largest all-the-year-round resort hotels in the world.
More automobiles in proportion to its population than any other city in America.
Most direct route from Pacific Coast to the Eastern and Middle Western States.

SAN DIEGO HAS

$150,000 Y. M. C. A. building just completed, which amount was raised in twelve days' canvass.

The only deep water port on the west coast from Panama to San Francisco.

The future New York of the Pacific Coast, and the most promising field for home building in America.

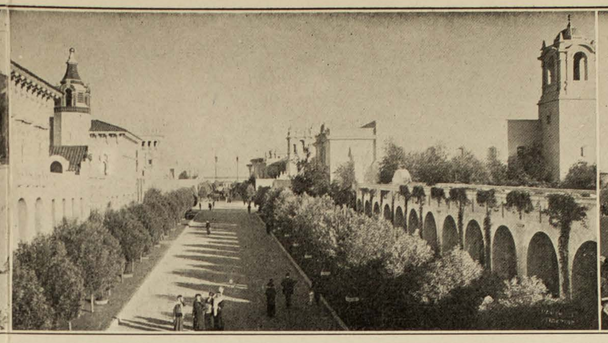
Roads good every day in the year, and all roads lead to the blue waters of the Pacific.

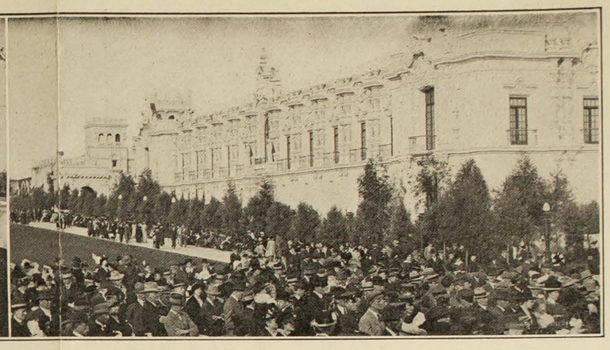
Three daily newspapers and several weekly newspapers.
First port of call from the Panama Canal.
Raised $4,800,000.00 for development purposes in one year.
Two thousand acres of park lands now valued at $5,519,000.
Purest and cheapest water (mountain) of any city of its size in America.
Twenty-three hotels; two of which cost $3,500,000.00.
One of the best libraries in the country, a depository for U. S. Government Documents.
Twenty-one theatres.
The place where thousands of European tourists will land, who now never get west of the Rocky Mountains.
Largest and best equipped aviation field and training school for aviators in America. Birdmen in the sky every day in the year.
An average wind velocity of five miles an hour in January.
Railroad terminal, ocean outlet and nearest banking metropolis of the great Imperial Valley of Southern California, and the wonderful Salt River Valley of Arizona.
Distributing point and controlling factor in the development of Lower California.
Ninety-seven secret orders and fraternal societies, four of which have expensive club and lodge rooms, viz: Elks, Masons, Knights of Pythias and Eagles.
Twenty-four public schools, value $1,559,000.00, and employing 250 teachers.
Record for 1912—Greatest building gain per capita of any city in the world.

This folder is published by the Board of Supervisors, San Diego County









THE EXPOSITION BEAUTIFUL

FROM the San Diego Exposition Beautiful, which opened on New Year's eve last, to continue throughout 1915, comes the triumphant call of the new West, the West of beauty and opportunity. Throughout the opening months have come pilgrims from the north and east, to see, amid the dome and campanile and mission cathedral walls of the magic Spanish city, the rare assembling of the wonders offered by the mountains and valleys, the coast and hinterland of the American West. Many have remained for the whole year. Others have returned—to tell their friends and send them back to the southwest coast that they too may dwell for a time in the land where it is always June, and see the most beautiful Exposition in history.

With an imposing array of officials of the United States and foreign governments, the western commonwealths and other natural divisions whose resources have been gathered at San Diego, the exposition opened with the New Year, the first all-year event of the sort in history—in the only section of the country where climate allows an all-year event. Equally imposing delegations have assembled since then, and will continue to come through the year in connection with the special events scheduled for the twelvemonth.

The scientific display is part of the educational work, with its important contributions by the Smithsonian Institution and other leading institutions. Another field of educational work, is the inspiring display of the west's agriculture in comprehensive form—the orchard of growing orange and lemon and other citrus fruits, the model intensive farm where by irrigation and concentration every inch of a five acre tract is made to produce more than the old-style farmer dreamed it could produce, the fields where modern machinery is doing the work of many men. In the interior exhibits this work is carried on to its natural results, the making of finished products. Everywhere is activity, with the foreign exhibitors pressing the American exhibitors in the novelty and impressiveness of their display.

Novelty and beauty are the essence of the San Diego Exposition. The amusements of the "Isthmus," the "Pike" or "Midway" of other fairs, are new and numerous, occupying nearly a mile of frontage. The guards and attendants are caballero and conquistadore and dancing girl—carrying out the illusion created by the buildings in their quaint Spanish architecture. The rug-draped balconies, the quiet patios, the cool arcades, the mission bells are all a portion of the perfect harmony.

Surpassing all is the splendor of the horticulture in the Eden of America. The mesa and canyons of the 1400 acre park are cloaked in the rich green of the semi-tropics, from which flashes the crimson of poinsettia, the gold of the poppy and acacia, the blazing purple of bougainvillea, and the myriad hues of the other superb plants. From every section of the Exposition Beautiful is the commanding view of the Pacific over which came the discoverers in 1542, and to north and east and south the peaks of the Sierras of California and Mexico, the sentinels of the great American West.

Special rates on all railroad and steamship lines, the lowest in the history of western travel, made possible by the Expositions at San Diego and San Francisco.

The year 1915 is one of American travel.

San Diego is the great loadstone.

ISSUED BY THE BOARD OF SUPERVISORS, SAN DIEGO COUNTY

